

## *Job Description:* Content Manager

### About Cognition

#### About us

Cognition is a leading UK digital marketing agency, based in Birmingham, but with a global footprint. We pioneer a blend of marketing, technology and psychology to create successful marketing and sales strategies that deliver impressive results for a breadth of organisations across multiple sectors. We are HubSpot Diamond partners and one of the largest and longest established partner agencies.

### The Role

A highly versatile content marketer, with meticulous attention to detail, you will be responsible for ensuring quality content is delivered on time across Cognition's client portfolio.

You'll be expected to write and edit high-quality, creative and effective content across a range of B2B and B2C clients and work closely with your colleagues in content and account management to deliver successful content strategies for our clients.

You will need to ensure when content leaves your desk and is in the hands of the client that you are satisfied it is factually correct and well-written, applying the same standards that might be expected in any trusted newsroom.

As well as content creation and copywriting, you will be responsible for delivering a range of strategic content tasks, from creating messaging frameworks and tone of voice documents to making recommendations on channel plans and presenting campaign and branding concepts. As such, the Content Manager position is a client-facing role that supports the Content Director (and account teams) in the delivery of presentations and running of workshops.

Intellectual curiosity is a must, and you will often need to research meaty topics that may be entirely new to you and a lot of this work will need to be carried out independently.

## The Person

You will need to work under pressure and to tight deadlines while demonstrating a flexible approach to your workload. You will need to possess commercial awareness to ensure that content adds value and achieves specific marketing objectives. This will mean challenging briefs from time to time and working with clients and account managers to design strategies and appropriate content to deliver results.

You will need to be a highly versatile copywriter with the ability to move from long-form editorial content (blogs, guides, whitepapers) to short, conceptual copy for campaigns. You will also relish the challenge of 'context switching' between different briefs, accounts and industries - often in a single day.

You will be highly organised and comfortable with managing your work schedule, liaising directly with account managers to obtain sufficient briefs and discuss delivery outputs and timings.

As well as a digital-first, well-rounded Content Manager, we are looking for an individual with a specialism in a **'content-adjacent' discipline** - e.g. SEO, PR, organic social media, UX. We are open to expertise in each of these areas to grow the capabilities of our content team. The ideal candidate will bring more than solid writing skills and have deep knowledge and expertise in at least one of these content-adjacent disciplines, staying abreast of latest trends and with demonstrable experience of projects and results in the chosen area(s).

### **You will be expected to have:**

- At least five years' experience in a marketing or journalistic environment writing B2B and B2C copy across the full marketing mix - including articles, blogs, landing pages, emails, website content, social media posts, long-form editorial and press releases
- A strong ability to write in different styles that appeal to a wide range of business audiences
- Exceptional copywriting, editing and research skills
- A near-obsession with grammar, punctuation, tone of voice and elements of style. Quality control is essential



- The ability to take complex and often technical subjects and distil these topics into compelling content without compromising credibility and accuracy
- Deep knowledge and proven experience of a content- adjacent discipline(s) - e.g. PR, SEO, organic social, UX
- Excellent interpersonal and organisational skills
- Strong presentation skills and to be comfortable contributing (and occasionally leading) in a range of client settings, from presentations and pitches to training and discovery workshops

**You will be expected to show:**

- Strategic thinking
- Pride in your work
- Enthusiasm and willingness to pitch in and support the overall business objectives of the agency
- Strong collaborative and teamworking skills
- A commitment to continuing professional development, keeping abreast of digital trends and developing deeper expertise in PR, SEO and social media
- Creative, lateral thinking
- Initiative and passion for your role and your career
- Appreciation of design and visual and audio content
- A proven track record in a similar role.

To apply for this role, please email your CV and Cover Letter to [alice.m@cognitionagency.co.uk](mailto:alice.m@cognitionagency.co.uk)

